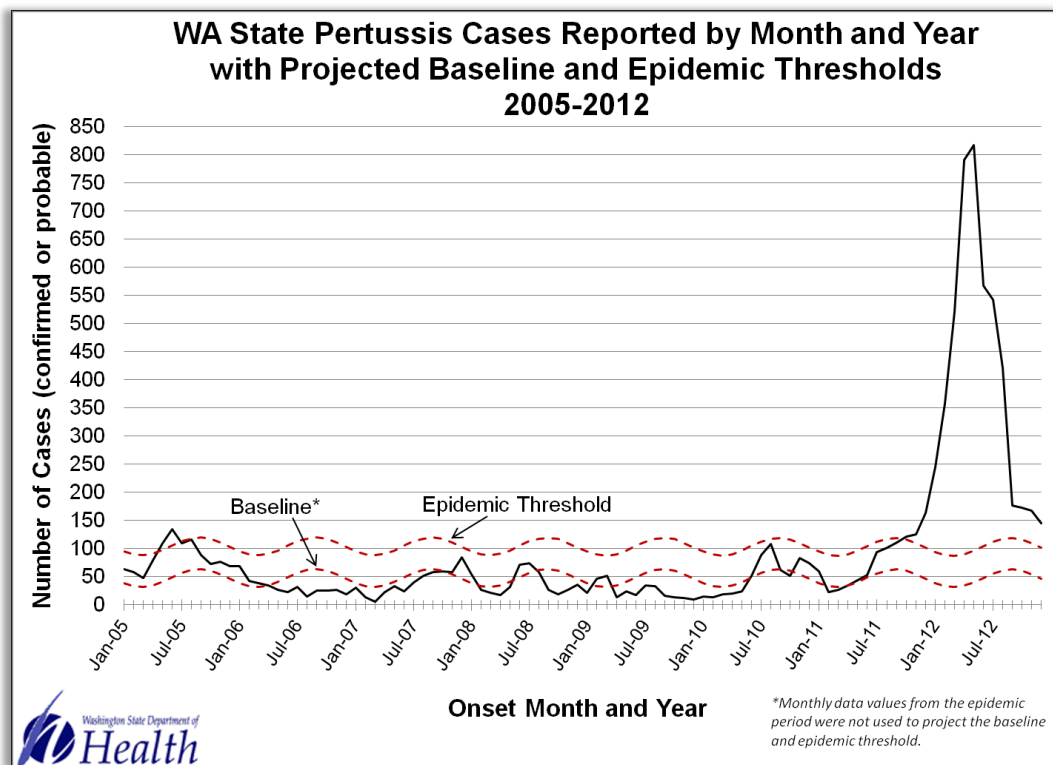


Silence Whooping Cough Campaign 2012-2013

2102 – 2013 Pertussis Epidemic in Washington State

- 4918 cases in WA state compared to 965 cases in 2011
- Infants under 1 year - age group with most cases per 100,000
- New recommendation for pregnant women to get vaccinated with every pregnancy in 2013



- CDC 2013: Nationwide pertussis is at 50 year high
- 2013 cases returned to 2011 levels

Opinion Research April 2012

Objectives

- Primary: Establish a baseline that will measure awareness, behaviors and values associated with preventing whooping cough
- Secondary: To inform development of a public awareness campaign

Methodology

- Phone Survey in Western Washington with mother of children ages 0-8 years (n=300)

2012 GHF Survey

Topline Results

- High awareness of epidemic
- Believe immunization is the best protection
- Vaccine hesitancy re: pertussis not prevalent – strong support for immunization across the board
- Most willing to get the vaccine
- Providers trusted resource on issue

Awareness Gaps

- Epidemic statewide problem vs. local community
- Confusion over whether or not they need vaccine

2013 Univ. of Mich. Survey

- 61 percent adults don't know when they last received vaccine
- 20 percent reported getting vaccinated in last 10 years

Campaign Framework

Goal

Raise awareness about pertussis
Increase vaccination rates

Target Audience

Primary: Pregnant women and mothers with young children
Secondary: Parents and care givers

Strategy

Implement integrated outreach tactics to reach mothers via multiple touch points

Message Framework

- **Localize:** Thurston County is not immune to the whooping cough epidemic.
- **Why it is important:** Many adults are unknowingly passing whooping cough on to young kids, with potentially serious consequences.
- **Prevention:** Vaccination is the best protection – all children need to be immunized and adults need a booster shot.
- **Call-to-action:** Ask your health care provider for your and your child's vaccination status.

Partnership Strategy

Planning Partners	• Local health depts to customize campaign to specific communities	• Thurston County • Seattle King County • Tacoma Pierce County • Clallam, Jefferson County Public Health • Spokane Regional Health District • Providence Health Systems (Spokane)
Outreach Partners	• Trusted organizations to share campaign messages and materials to efficiently maximize reach of the campaign	• Private, public and non-profit sectors • Thurston 40-60 orgs • King/Pierce 60-80 orgs • Spokane 30-50 orgs
Funding Partners	• Customized opportunities to expand reach and add paid media to campaign	• Hospitals • Pharmacy Chains • Associations

Integrated Campaign



Website



WIN FREE DIAPERS FOR A YEAR!

Ask your friends and family to get vaccinated against whooping cough to protect your child. Spread the word to enter to win free diapers.

[Start Sharing ▶](#)

About whooping cough

Whooping cough (also known as pertussis) affects the lungs and respiratory system and spreads very easily by coughing and sneezing.

Adults and teens may experience milder symptoms, but the illness is much more serious for infants and young children. They usually catch it from parents, grandparents, and siblings who just have a mild cough, not knowing they have whooping cough.

The dangers of whooping cough

Young babies may have trouble feeding and breathing and may turn bluish. Older babies and kids can have severe coughing spells that make it hard for them to eat, drink, breathe, and sleep. Often these children must gasp for air between coughs, making a 'whoop' sound, which is how the disease got its common name. Whooping cough can also lead to pneumonia, seizures, brain damage, and death.

The best way to prevent whooping cough among the most vulnerable – young babies – is for pregnant women to get the Tdap vaccine between 27 and 36 weeks of their pregnancy. Although, there is no harm in getting the vaccination anytime during or immediately after pregnancy. (Source: ACP Report)

So how do we protect ourselves? Vaccination is the best protection.

Two vaccines protect against whooping cough. Here's what you need to know:

DTaP [®] for children (diphtheria, tetanus, and pertussis)	VACCINATION	Tdap for adults (tetanus, diphtheria, and pertussis)
'Five-dip'	SOUNDS LIKE	'Two-dip'
Infants and children	NEEDED BY	Everyone 11 or older and during each pregnancy
A series of 5 shots	HOW MUCH	One booster shot
Beginning at 8 weeks of age	WHEN	Age 11 and 12, and teens and adults who didn't get the booster should get it right away

Ask your health care provider about your and your child's vaccination status. If you think you or your child might have whooping cough, call your health care provider. Find out where else to get vaccinated from the Washington State Department of Health.

Spread the word to stop the spread of the disease. [Email](#) [Facebook](#) [Twitter](#)



One Mother's Story

When Michelle and Joe welcomed their healthy baby girl into the world, their family felt complete. Then after two weeks, their lives were turned upside down.

Whooping cough is a dangerous disease that can be especially deadly for infants. This is one family's story of their newborn's battle against whooping cough and their message to the community.

Find Out More

[Whooping Cough \(Pertussis\) Background PDF](#)

[How to Protect Yourself, Your Family and Your Community PDF](#)

[Latest Epidemiol. Information](#)

[What is Community Immunity? PDF](#)

[Information for Health Care Providers](#)

[Email/Letter to Family and Friends to Encourage Vaccination DDC](#)

[Frequently Asked Questions about Whooping Cough](#)

General Campaign Postcard



Postcards Back

Vaccination is the best protection.

Adults and teens may experience milder symptoms, but the illness is much more serious for infants and young children. The best way to prevent whooping cough among the most vulnerable – young babies – is for pregnant women to get vaccinated.

Two vaccines protect against whooping cough. Here's what you need to know:

DTaP for children

(diphtheria, tetanus, and pertussis)

"Dee-tap"

Infants and children

A series of 5 shots

Beginning at 8 weeks of age

VACCINATION

SOUNDS LIKE

NEEDED BY

HOW MUCH

WHEN

Tdap for adults

(tetanus, diphtheria, and pertussis)

"Tee-dap"

Everyone 11 or older

One booster shot and again during
each pregnancy

Age 11 and 12; and teens and adults
who didn't get the
booster should get it right away

2013 Promotion

Silence
WHOOING COUGH
Vaccination is the best protection

Información en Español



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3.101.252.241/share.html ; children must gasp for air between

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Two vaccines protect against whooping cough. Here's what you need to know:

DTaP for children (diphtheria, tetanus, and pertussis)	VACCINATION	Tdap for adults (tetanus, diphtheria, and pertussis)
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Infants and children	NEEDED BY	Everyone 11 or older and during each pregnancy
A series of 5 shots	HOW MUCH	One booster shot
		Age 11 and 12- and teens and

Online Contest



Information

The process is easier than changing a diaper!

- 1) Share your name and e-mail.
- 2) Add email addresses of your friends and family (We'll use the emails only for this contest, not for anything else). You will receive one entry per valid email address.
- 3) Provide the first name(s) of your child(ren). If you're pregnant and haven't picked a name, use "my baby" in the email.
- 4) Upload a photo of your child(ren) or sonogram, if you'd like. (It's optional, but it'll only be used for your family and friends.)
- 5) Hit send! (Here's a [sample email](#) of what we'll send your contacts about protecting your baby. It ends XX/XX/2013. We will be in touch with you via email.

Your Name

Your Child(ren)'s Name(s) (if left blank, we'll use "my baby")

Your Email

Email addresses of your friends (separate e-mails with a comma)

Upload your photo!

By submitting my entry, I accept the contest Rules and Regulations.

Spread the Word!

Spread the word to stop the spread of the disease:

WIN FREE DIAPERS FOR A YEAR!

Subject: Protect My Child from Whooping Cough

Hello Friends and Family,

As you probably heard, Washington experienced a whooping cough epidemic last year and the disease is still active in our state. The disease can be very serious for infants, babies and young children, and I am taking every step to prevent my child from catching whooping cough. For that reason, I would really appreciate if you and your family make sure you are up-to-date with the whooping cough vaccine (Tdap) before visiting my child. Even kids 11-18 should have a dose.

For a little more background, whooping cough can be mild in adults, so many are unknowingly passing it along to young children. That's why it is recommended that all adults and older children who come into contact with young children get the Tdap vaccine, which protects against whooping cough as well as tetanus and diphtheria. Many of us received the DTaP when we were younger, but that wears off over time. So we all need a booster shot to stay protected and prevent spreading the disease.

For more information about whooping cough, visit www.SilenceWhoopingCough.org. Thanks for helping me keep my child happy and healthy!

Thanks,



Contest Postcard - 2013

WIN FREE DIAPERS FOR A YEAR!



Ask your family and friends to get vaccinated against whooping cough to enter the contest

Learn more at www.SilenceWhoopingCough.org

Silence
WHOOPING COUGH
Vaccination is the best protection


GroupHealth.

 GroupHealth.

Media Buy Online and Outdoor



Influencer Outreach: 2012 Anecdotes

- Providers looking for appropriate whooping cough materials for distribution to patients; greatly appreciate local tool
- YMCA featured campaign on website; distributed a total of 900 flyers to facilities and all child care locations in Thurston County (many at schools)
- Stroller Striders handing out postcards at all classes, including in new member bags and gave out at an event at the end of September
- Women's Club of Olympia requested a special presentation for members from Group Health and Public Health representatives



Corporate Partner

- All 130 Walgreens pharmacies in WA promoted the campaign and diaper contest
 - Postcards
 - Promotional buttons with logo
 - Volunteers at vaccine clinics
 - Campaign talking points



Earned Media: Immunization Clinics

More than 1400 individuals attended the free immunization clinics and generated several media stories:

- Live interview with KOMO radio
- Brief on-air mentions for KOMO and KIRO TV
- KING 5 reported from Olympia clinic
- KGY and KELA radio mentions
- *The Olympian* and *Nisqually Valley News* covered clinics
- Event calendars: Parent Map, *The Olympian*, ThurstonTalk.com, TCTV



KING5 Photog Jim

@King5unit9



In Olympia at GroupHealth where they're offering free whooping cough vaccines today. @KING5AMNEWS [twitpic.com/b1lsob](https://twitter.com/KING5AMNEWS/status/1000000000000000000)

 Reply
 Retweet
 Favorite



By KING5 Photog Jim @King5unit9

Social Media



WendySueSwanson MD
@SeattleMamaDoc



Following

ALL SHOTS FREE @ back-to-school clinic
9am-noon Saturday Oct 6th @grouphealth
Olympia Medical Center: bit.ly/UJFE8B

↩ Reply ↻ Retweet ★ Favorite

4
RETWEETS



Linda Thomas
@TheNewsChick



Following

FREE vaccine clinic Sat. for kids school shots
& whooping cough: bit.ly/Q1ZZ9A via
@grouphealth

↩ Reply ↻ Retweet ★ Favorite

2
RETWEETS



WendySueSwanson MD
@SeattleMamaDoc



Following

Great info for families on preventing
whooping cough: bit.ly/SJaD9y | Awesome!!
Thanks, @egrika -- I hadn't seen it.

↩ Reply ↻ Retweet ★ Favorite

2
RETWEETS



Scott Rennie, D.O.
@DoctorRennie



Follow

Excellent resource about whooping cough,
#pertusis. This has been a big topic in
#Washington state: dld.bz/bNzmN

↩ Reply ↻ Retweet ★ Favorite

2
RETWEETS

1
FAVORITE



Pertussis Campaign Metrics – December 2013

	2012	2013	Total
Outreach Partners	56	245	301
Postcards Distributed	5,795	48,405	54,200
Unique Web visitors	5,779	6,847	12,626
Earned Media	6	6	12
Vaccine Clinics	6	8	14
People vaccinated	1330	132	1462
Diaper Contest - ecards	N/A	386	386

Key Takeaways

- 1. Implement an integrated campaign**
 - Multiple touch points increase message penetration and action
- 2. Develop a message hook**
 - Have message hook based on audience incentives
- 3. Influencer outreach**
 - Trusted 3rd parties make effective messages
- 4. Leverage existing community events**
 - Go where the target audience is and make an impact
- 5. Identify partner needs**
 - Work with your partners to identify optimal strategies and vehicles
- 6. Paid advertising**
 - Most effective way to drive web traffic

Questions and Discussion